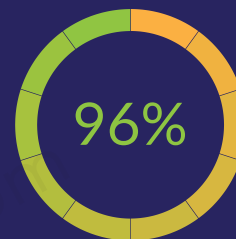


# Pure Financial Advisors

TRUST SCORE



Pure Financial Advisors, federally registered in 2009, is a Registered Investment Advisor (RIA) in 10 state(s) with a licensed staff of 23 advisors. Pure Financial Advisors manages \$2.0 billion and provides investment advisory services for 2,314 clients (1:101 advisor/client ratio).

Pure Financial Advisors requires a \$187,500 minimum investment.

## BENEFITS

- Firm does not have any felony convictions
- Firm does not have a disciplinary history
- Firm uses a transparent fee-only model
- Firm has \$1B or more in assets under management
- Communications sent to the firm's website are secure and encrypted
- Firm does not have any misdemeanor convictions
- Firm does not have an insurance agent conflict
- Firm does not privately manage or own the products they recommend
- Firm does not offer proprietary products
- Firm does not have an attorney conflict
- Firm does not accept performance-based fees

## CONSIDERATIONS

- Firm has been federally registered for only 9 years

## BENEFITS (cont.)

Firm does not perform side-by-side management

Firm does not receive soft dollar benefits

Firm provides mobile-friendly experience for their clients

## CONSIDERATIONS (cont.)